

CITY OF BURLINGTON
BURLINGTON, WISCONSIN
APPLICATION FOR DIRECT SELLER REGISTRATION

☐ \$25 Fee Paid

Date: _____

Applicants must produce two forms of personal identification other than a business or company identification card.

ID Produced: ☐ Photo DL – State _____ ☐ SS Card ☐ Credit Card – Type _____

☐ Other ID: _____

APPLICANT INFORMATION						
Last Name			First Name		Middle Name	
Birth Date	Sex	Race	Height	Weight	Eyes	Hair
Permanent Home Address					Home Phone	
Temporary Local Address					Local Phone	
List the last three communities where you engaged in direct selling:						
Have you been convicted of any crime or ordinance violation related to your transient business or solicitation within the last 5 years? Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, describe the nature of the offense and the place of conviction.						
BUSINESS INFORMATION						
Representing (Name of Person, Firm or Corporation)						
Permanent Business Address					Business Phone	
Temporary Local Business Address					Local Phone	
Nature of Business or Solicitation						
Description of Goods or Services Offered						
Proposed Method of Delivery of Goods						
VEHICLES USED BY THE APPLICANT IN THE CONDUCT OF BUSINESS						
Make	Model		Color	License Number & State		
Make	Model		Color	License Number & State		

I certify that all the information given in this application is true and correct. I further certify that I have received a copy of the direct seller regulations and will abide by all applicable requirements.

Signature: _____ Date: _____

DIRECT SELLER IRREVOCABLE LIMITED POWER OF ATTORNEY

STATE OF WISCONSIN)
COUNTY OF RACINE)
COUNTY OF WALWORTH)

In the matter of the application of: _____
Name of Applicant

KNOW ALL MEN by these presents that the undersigned, as applicant for a permit from the City of Burlington, Racine County and Walworth County, Wisconsin, does hereby irrevocably constitute and appoint the Clerk of the City of Burlington, Racine County and Walworth County, Wisconsin, true and lawful Attorney in Fact to accept and be subject to service of process and notices in any actions or proceedings relating to any action brought against the applicant arising out of any sale or service performed by the applicant in conjunction with the permit issued by the City.

A copy of such process when received shall be mailed to me by first class mail at the address set out on my application within two (2) working days after it is received.

IN WITNESS WHEREOF, the undersigned has caused these present to be duly executed this _____ day of _____, 20____

Applicant Signature

STATE OF WISCONSIN)
COUNTY OF RACINE)
COUNTY OF WALWORTH)

Personally appeared before me this _____ day of _____, 20____ the applicant whose name appears on the reverse side executed and acknowledged the foregoing Power of Attorney as applicant for a permit from the City of Burlington.

Notary Public, State of Wisconsin
My commission _____

VENDOR VEHICLE PERMIT DIRECT SELLER ENDORSEMENT

For safety reasons and to balance the rights of other users of public thoroughfares and abutting property owners, sales from vehicles are prohibited in certain areas as designated by the Chief of Police. A list of such locations shall be provided to applicants. The list of prohibited locations may be modified from time to time as conditions warrant.

Description of vehicle if different from vehicle listed on front:

Location or Locations where applicant desires to park for the purpose of sales:

Motor Vehicles Fee - \$25

Pushed, Peddled or Pulled Vehicles Fee - \$15

FEE PAID: _____ DATE: _____

SPECIAL EVENT SALES WITHIN BARRICADED AREA DIRECT SELLER ENDORSEMENT

Holders of this permit are authorized to sell along the route of the Chocolate City Parade on Parade Day. Push carts and non-motorized vehicles must be at least 25 feet from the curb line of the parade route. Motor vehicles within the barricaded area must be 150 feet from the curb line of the parade route. Vendors on foot may sell within 25 feet of the curblane on the parade route but not within the street. The sale of balloons, noisemakers, toy guns or items which propel a projectile are prohibited along the route of the parade on parade day.

Vehicle Location:

Police Approval, Officer & Date:

Special Event Sales Permit Fee - \$25

FEE PAID: _____ DATE: _____

CITY OF BURLINGTON
DIRECT SELLER REGULATIONS – MUNICIPAL ORDINANCE 12.05

Direct sellers are prohibited from:

1. Calling at any dwelling or other place between the hours of 6 p.m. and 9 a.m., except by appointment.
2. Calling at any dwelling or other place where a sign is displayed bearing the words, “No Peddlers”, “No Solicitors”, or words of similar meaning.
3. Calling at the rear door of any place except when the resident has posted a notice directing people to use the rear door.
4. Remaining on any premises after being asked to leave by the owner or occupant or other person having authority over such premises.
5. Misrepresenting or making false, deceptive or misleading statements concerning the quality, quantity or character of any goods offered for sale.
6. Misrepresenting or making false, deceptive or misleading statements concerning the purpose of the visit, the seller’s identity or the identity of the organization represented.
7. Impeding the free use of sidewalks and streets by pedestrians and vehicles.
8. Making any loud noises or use any sound amplifying device to attract customers if the noise produced is capable of being plainly heard outside of a 100 foot radius of the source.
9. Allowing rubbish or litter to accumulate in or around the area in which business is conducted.

Disclosure Requirements:

1. After the initial greeting and before any other statement is made to a prospective customer, a direct seller shall expressly disclose his/her name, the name of the company or organization he/she is affiliated with, if any, and the identity of the goods or services offered for sale.
2. A charitable organization direct seller shall specifically disclose what portion of the sale price of goods being offered will actually be used for the charitable purpose for which the organization is soliciting. Such portion shall be expressed as a percentage of the sale price of the goods.

Printed Notice Requirements – Wisconsin Consumer Act:

1. If any sale of goods is made by a direct seller, or any sales order for the later delivery of goods is taken by the seller, the buyer shall have the right to cancel the transaction if it is a cash transaction of more than \$25 or involves the extension of credit, in accordance with the procedures set forth in Wis. State Statute 423.203. The seller shall give the buyer 2 copies of a typed or printed notice of that fact. Such notice shall conform to the requirements of Wis. State Statutes 423.203(1)(a), (1)(b), (1)(c), (2) and (3).
2. If the direct seller takes a sales order for the later delivery of goods, the seller shall, at the time the order is taken, provide the buyer with a written statement containing the terms of the agreement, the amount paid in advance whether full, partial or no advance payment is made, address and telephone number of the seller, the delivery or performance date and whether a guarantee or warranty is provided and, if so, the terms thereof.